

## **PROPAGANDA PROJECT PROPOSAL**

### **GROUP MEMBERS:**

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### **Step 1. Identify the Proposal**

- *Your group's selected Department of Propaganda Subdepartment*

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- *The product, service, message or idea that you are trying to promote/sell/reinforce:*

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- *The reason for selecting this subdepartment and topic:*

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### **Step 2. Identify the Target Audience**

- *The target audience for this film (i.e. Alphas, Betas, Deltas, Omegas, Epsilons):*

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- *Audience characteristics (what are these people like?):*

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- *How the video will entertain and entertain this audience:*

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### Step 3. Identify Advertising Techniques to Be Used

- *The major advertising technique(s) to be used and why:*

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- *The major persuasive appeal(s) to be used (Ethos, Logos and/or Pathos) and why:*

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- *Slogans, mottos and/or jingles to be used:*

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### Step 4. Describe How You Will Make This Video Unique

- *Write your answer at length here:*

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- *What will each group member do in the creation of this video:*

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